

SKILLS

Adobe Creative Cloud programs including InDesign, Photoshop, Illustrator, Premiere, AfterEffects, XD, Acrobat

Typography and layout design

Photo and video editing

Web and user interface design

Printmaking including letterpress, papermaking, and other techniques

Brand stewardship

Mentorship and collaboration

Project and deadline management

Print production and vendor management

Client management and negotiation

Cross departmental communication

Team leadership

Multitasking and organization

AWARDS AND HONORS

Columbus Society of Communicating Arts Award of Merit
2021
Climate Changing gallery guide

Ohio Museums Association Visual Communications Gold Award
2020

Pages 2019–20 Anthology: An Arts, Literacy, and Writing Program for High School Students perfect bound book

REACH: 50+ Years of Ohio Graphic Design
2020

Selected for and lectured during the area's first ever exhibition to celebrate the careers and work of Ohio University's alumni graphic designers

Columbus Society of Communicating Arts Award of Merit
2019

Pages 2018–19 Anthology: An Arts, Literacy, and Writing Program for High School Students perfect bound book

Karen Nulf Scholarship for Typographic Excellence
2016–2017

EDUCATION

BFA Graphic Design | Ohio University
Summa Cum Laude
2017

Learn UI Design by Erik Kennedy
Online course
2018

WORK EXPERIENCE

Wexner Center for the Arts at The Ohio State University
Senior Graphic Designer | 45+ hours/week | Columbus, OH
Apr 2020–Present

Acts as steward of creative vision for the Wex and serves as the primary point of design contact for all print and online communications. Establishes design standards and creates documentation for design systems and processes to ensure consistent implementation of brand guidelines. Supervises, assigns work, determines deadlines, provides guidance, and mentors the graphic designer and two graphic design interns. Oversees and collaborates with the design team to ensure designs are informed by current trends and design history, achieve a high standard of craft, and push the boundaries of the field. Works with curators and directors to provide design solutions that are skillfully conceptualized, well researched, and aligned with the Wex's core values of accessibility, inclusion, and community service. Serves as the production lead on all design projects and manages relationships with vendors. Acts as translator for technical web concepts to internal clients and works alongside the web developer to manage the website and make improvements to page templates.

- Overseeing an annual print budget of around \$100,000 for the entire Wex and maintain equipment needs for the design team including hardware, software, camera equipment, and local group memberships.
- Redesigned and implemented a new membership landing page to reflect a change in benefits in collaboration with the web developer. The project was conceived within Adobe XD, tested in a development environment, and implemented on wexarts.org/join. Page views increased over 178% in comparison to the previous year.
- Designed the exhibition identity and environmental graphics for *Climate Changing: On Artists, Institutions, and the Social Environment* and produced an award-winning 52-page gallery guide. Conceived and produced two promotional videos that required art directing a freelance videographer, creating a script, recording and editing audio, and collaborating with the graphic designer to edit and produce the final cuts.
- Led the redesign of the Wex's bi-monthly calendar of events for the first time in 30 years. Collaborated with the publications editor to reconceptualize the piece from an events-based calendar to a story driven magazine titled *In Practice* for the 10,000+ subscriber base.
- Mentored and guided interns through multiple large-scale projects such as *Cinetracts '20*, a Wex-commissioned anthology of films during the lockdown of 2020 which had a unique handwriting-focused design; and the *Pages 2020–21 Anthology* which required typographic styling and creating character and paragraph styles.

Wexner Center for the Arts at The Ohio State University
Graphic Designer | 40 hours/week | Columbus, OH
Aug 2018–Apr 2020

Worked with the senior graphic designer to create print and online materials including major institutional communications such as: the annual report, the bi-monthly calendar, membership campaigns, the website, etc; promotional print and digital ephemera such as invitations, postcards, posters, advertisements, web content, emails, building signage, etc; and artist program-related materials such as gallery guides, in-gallery environmental graphics, catalogues, and more in support of the Wex's five curatorial programming areas, development department, and marketing/communications team. Assisted senior design in mentoring two graphic design interns, conducted press checks, and created cost estimations for projects based on budget.

- Worked with the marketing team to conceptualize and implement a creative campaign for annual Wex film documentary series *Unorthodox* that brought 9 visiting filmmakers to the Wex. Designed assets included a trailer created in Adobe Premiere and AfterEffects, social assets, advertisements, and other event collateral.
- Conceived, designed, and produced within budget the *Pages 2018–19 Anthology*, an annual publication created to showcase the work of high school students participating in the Wex Pages writing program. Managed the print production which included oversight of perfect binding, emboss, and offset and digital printing for the 152-page book.

Berkeley Repertory Theatre | Graphic Design Fellow | 40 hours/week | Berkeley, CA
Aug 2017–July 2018

Created all print and digital marketing materials as part of a two-person team at a Tony Award-winning regional theatre. Designed posters, programs, signage, logos, invitations, print/web ads, banners, and more for marketing, development, box office, and education departments. Assisted with photo and video assignments. Coordinated projects and conducted press checks with printers and vendors.

- Designed three 36-page issues of *The Berkeley Rep Magazine*.
- Conceived and produced show artwork and branding materials for the 2018 Teen One-Acts Festival that included posters, postcards, social media posts, animations, and web banners.
- Created invitations and event collateral for Berkeley Rep's OVATION, a gala celebrating the theatre's 50th anniversary that raised over \$750,000 in donations for the theatre and its community programs. Invitations utilized a UV spot gloss printing process and specialty paper.
- Analyzed digital ad opportunities for better ad creation and implementation.
- Evaluated proposals for the rebranding of Berkeley Rep by global ad agency mcgarrybowen.